

# Plan Smarter, Deliver Faster: Add a Human Touch to Route Planning



Route4Me

eBook  
*Series*

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# Keeping Customers Happy Isn't As Easy As It Used To Be...

A decade or two ago, it was relatively easy to keep customers happy. As long as their order got to their house within a day or two of the scheduled arrival date, people were happy.

Customers today are much more demanding. They want their items to arrive quickly - on the next day or even the same day that they placed their order. Is your business efficient enough to offer same-day delivery?





# Route Optimization Software Can Help

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Planning routes by yourself is a nightmare. There's more to it than just figuring out which roads your drivers must take to reach your customers. You also need to account for traffic, weather, construction, customer availability... that can take hours. And after all that work, there's no guarantee that the routes you come up with are actually efficient.

But there's no reason to plan routes by yourself. Route planning software will do the hard work for you. All you need to do is plug in the addresses of your customers. Then, the software will produce a 100% accurate and optimized route for you in 30 seconds or less.



# Reduce Your Fuel Expenses

Final mile delivery software guarantees that every route you give your drivers is the most efficient route possible.

Gas is one of your biggest expenses, right?

Well, more efficient routes means you won't need to pay for as much gas. In fact, studies show that route planning software can cut your fuel costs by up to 30%. How do you like that?



# Keep An Eye On Your Drivers



Everyone tends to slack off at work when they're unsupervised, and drivers are almost always unsupervised.

Your drivers might be stopping for snacks or running personal errands while they're on the clock. You can't see them, so how do you know?

GPS tracking is how. Route planners that come equipped with GPS tracking software allow you to see where your drivers are and how fast they're going in real-time. Whenever you want, you can check in on a driver and make sure they're sticking to their route and staying on schedule.



# Improve Driver Safety

According to [WHO](#), about 1.25 million people die each year as a result of road traffic crashes.

GPS tracking software helps prevent your drivers from becoming part of that statistic.

With GPS tracking, you'll know immediately if a driver starts speeding, so you can get them on the phone and tell them to cut it out right away. Also, when your drivers know they're being watched, they're less likely to drive recklessly in the first place.

# Avoid Problematic Areas

In addition to GPS tracking, the route planner you invest in should also have an avoidance zone feature.

There are surely some places in your service area that you'd like to avoid... maybe there's a particularly busy intersection that tends to slow your drivers down, or a rough neighborhood where commuters often get carjacked.

An avoidance zone feature makes it easy to plan efficient routes while avoiding all the areas that you want to avoid.



# Attract New Customers

Route optimization software improves efficiency so much that offering same-day delivery shouldn't be a problem, and your drivers will have everything they need to show up on time, every time.

Your customers will love that!

Satisfied customers will naturally recommend your service to their friends and family. These personal recommendations are much more persuasive than blatant advertising. It's the absolute most effective way to attract new customers to your business.



A faint, light-colored map of New Orleans is visible in the background, showing streets, parks, and landmarks like the Mississippi River and the French Quarter.

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